

THE UNITED STATES CONFERENCE OF MAYORS LAUNCHES NATIONAL CAMPAIGN AGAINST DIABETES

**Columbus, OH Mayor Michael B. Coleman Leads National Press
Conference on Thursday, November 18 at 10:00am, J.W. Marriott
Hotel**

Washington, D.C. - The United States Conference of Mayors will launch their National PSA Campaign on Diabetes Awareness on Thursday, November 18 at a press conference led by Columbus, OH Mayor Michael B. Coleman, Morehouse School of Medicine President Dr. James R. Gavin III and USCM Executive Director Tom Cochran. Coleman, who has type 2 diabetes, brings a personal perspective to the mission. Featuring mayors from 50 U.S. cities, the campaign includes both television and radio public service announcements (PSAs) that encourage Americans with diabetes to check their A1C levels.

A1C, also referred to as glycated hemoglobin, is a measure of blood glucose (sugar) levels over a two-to three-month period. It is considered to be the preferred standard blood test for assessing and monitoring glucose control in people with type 1 and type 2 diabetes. More than half of the estimated **11 million Americans with type 2 diabetes** do not have their blood sugar levels under control, which contributes to an increased rate of diabetes-related complications, including blindness, stroke, heart attack, amputation and kidney disease. **Uncontrolled diabetes** also has **serious economic consequences** - more than **\$132 billion is spent on diabetes related complications** each year.

The Campaign is being sponsored in part by a national coalition called *Aim. Believe. Achieve: The Diabetes A1C Initiative*. This coalition, which includes the **American Diabetes Association**, the **American Academy of Nurse Practitioners**, the **American Academy of Physician Assistants**, the **American Pharmacists Association**, **National Council on Patient Information**, and the **Education American Association of Diabetes Educators**, brings together leading health and diabetes professionals to improve type 2 diabetes treatment and help patients to achieve a healthy blood glucose goal of A1C<7%.

WHO: **Columbus, OH Mayor Michael B. Coleman**, National
Spokesperson for Mayors' Campaign
 USCM Executive Director Tom Cochran
James R. Gavin III, M.D., Ph.D. President of Morehouse
School of Medicine
Nathaniel G. Clark, M.D. National Vice President Clinical
Affairs, American Diabetes Association

**WHAT: PRESS CONFERENCE: Launching National Campaign
Against Diabetes**

**WHEN: THURSDAY, November 18, 2004
10:00 am**

**WHERE: JW Marriott Hotel
Rayburn Room
1331 Pennsylvania Avenue
Washington, D.C. 20004**

###

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor.

Aim. Believe. Achieve: The Diabetes A1C Initiative™, sponsored by Aventis, part of the sanofi-aventis Group, is a national educational campaign and call-to-action designed to raise awareness about A1C